I QUIT SMOKING BECAUSE I LOVE MY BABY
A Prenatal Smoking Intervention Program

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OBJECTIVE:

To reduce smoking behavior among a Health Department prenatal population.

POPULATION SERVED:

In addressing high infant mortality rates in South Carolina, risk factor analysis made it apparent that smoking behavior of prenatals would have to be addressed. This project was implemented in a county where WIC data showed that 42% of the health department prenatals smoked eleven or more cigarettes daily.

IMPLEMENTATION METHOD:

In assessing ways to implement a successful program, it became apparent that increasing nursing awareness of the problem and developing improved nursing intervention skills though training would impact on this problem.

Program efforts included:

* **Smoker charts designated by sticker.**
* **Substance Abuse class with emphasis on smoking for all prenatals.**
* **Smoking Assessment form developed and used by nurse with all patients. Smoker type and behavior assessed with patient input.**
* **Tip sheet given to match behavior.**
* **Quitting Progress Record used to document progress and set goals.**
* **M.D. reinforced "Quit" message and commented on patient progress.**
* **Literature, clinic posters utilized.**
* **Reward system with community contributions (t-shirts, buttons) offered.**

OUTCOME AND BENEFITS:

Evaluation at six months through chart audit showed that 55% of those audited reduced the numbers of cigarettes smoked and 10% quit smoking completely.

A six-month follow-up team conference was held to review the effect of new procedures on staff and to assess what changes were needed.

APPROXIMATE COST:

This intervention cost the Appalachia I Public Health District $1.20 per prenatal. These costs were for training and materials. No continuing cost for program efforts in following years.

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Source: https://www.industrydocuments.ucsf.edu/docs/rkjl0000